RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 6, 1998

RJR Account #160600
Mr. B. Donahue
DONAHUE TOBACCO CO.

JUNE: DORAL B1G1F / PROMOTION #800432

Dear Bill:

DORAL B1G1F ***pre-sleeved*** product (6M) has been ordered (see quantities listed below), as well as 30 skus of B1G1F Displays (Item #541865) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
Men Lt 100	12300-25365	1
Ult Light 100	12300-25363	1
Lt Box 100	12300-25370	1
FF Box 100	12300-25369	1

DISPLAY DETAIL (#541865)
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS
EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

PO #051898

Product / Display Arrival:	**May 18, 1998**
Ship Date to Retail:	**Week of: June 8, 1998**
SKU CUBE :	**0.4955**
SKU WT (w/o Product):	**1.1000 lbs**
Retail Sales Offer per Sku:	**20 Offers**
Billing per Sku:	**2 Savings Cartons**
EFT $ Amount:	**$284.58**

PARTNERS 'BONUS' REPORTING DESCRIPTION	'DOR JUN B1G1F'

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Source: https://www.industrydocuments.ucsf.edu/docs/yrmy0000

PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. *(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).* SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST.*

DISPLAY LOAD:
*4 CARTONS; ONE CARTON EACH STYLE:
DORAL MEN LT 100 / ULT LT 100 / LT BOX 100 / FF BOX 100

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $4.90 per **promoted 6M** case for all displays packed and shipped to retail on a timely basis. This equates to **$19.60 (4 (6M) case(s) @ $4.90)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: 162302
L. E. MacWilliams

Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/yrmy0000

WHOLESALER : 160600 DONOHUE CANDY & TOB., INC. <DIRECT>
TEMPLATE : 800432 80600 DOR JUN B1G1F
TEMPLATE SEQ : 0910
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162302	162320	177009	JACOB & TONEYS IGA	157 MAIN ST	WARRENSBURG	NY	12885	5				(518)623-3850
162302	162320	177035	HARTFORD IGA	ROUTE 40	HARTFORD	NY	12838	2				(518)632-5291
162302	162320	250716	BONFARE	RT 9 SARATOGA AVE	S GLENS FALLS	NY	12803	2				(518)798-4781
162302	162320	573906	ZAFAR DAR & SONS PE	122 AVIATION RD	QUEENSBURY	NY	12804	2				(518)792-3110
162302	162320	711841	ANCHOR BEVERAGE	228 SARATOGA RD	S GLENS FALLS	NY	12803	5				(518)793-7288
162302	162320	748814	RUTH'S MINI MART	84 MAIN ST	S GLENS FALLS	NY	12803	2				(518)798-9291
162303	162324	779350	CITGO	SALMAN PETROLEUM,	SCHENECTADY	NY	12304	1				(518)382-8055
162304	162321	699172	ZZ PETROLEUM, INC.	2429 STATE ROUTE	BALLSTON SPA	NY	12020	2				(518)899-6271
162305	162322	579471	N&H GROCERY	218 LARK ST	ALBANY	NY	12210	1				(518)436-0484
162306	162325	634335	STAR MARKET	2300 15TH STREET	TROY	NY	12180	2				(518)274-1521
162306	162326	686763	GM PETROLEUM	RT 9 & 20	EAST GREENBUSH	NY	12061	1				(518)477-9129
162306	162326	724750	CPF SUNOCO VALATIE	3360 ROUTE 9	VALATIE	NY	12184	1				(518)784-3314

PAGE BREAK TOTAL ACCOUNTS 12 TOTAL QUANTITY 26

TEMPLATE TOTAL ACCOUNTS 12 TOTAL QUANTITY 26

********** END OF REPORT FOR PROMOTION 800432 **********

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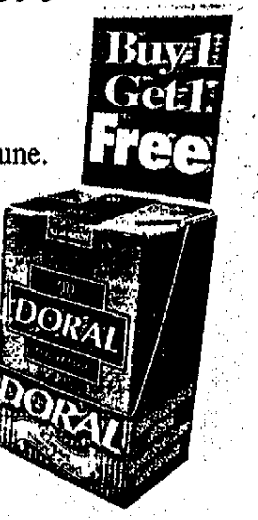
Discover Our New Look, The Big American Adventure Sweepstakes, And A Buy1 Get 1 Free Promotion.

June Is Packed with Excitement!

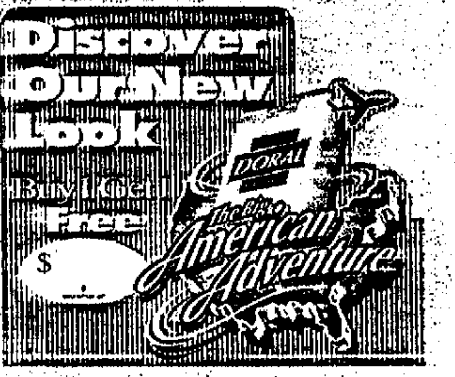


2-Pack Sleeve

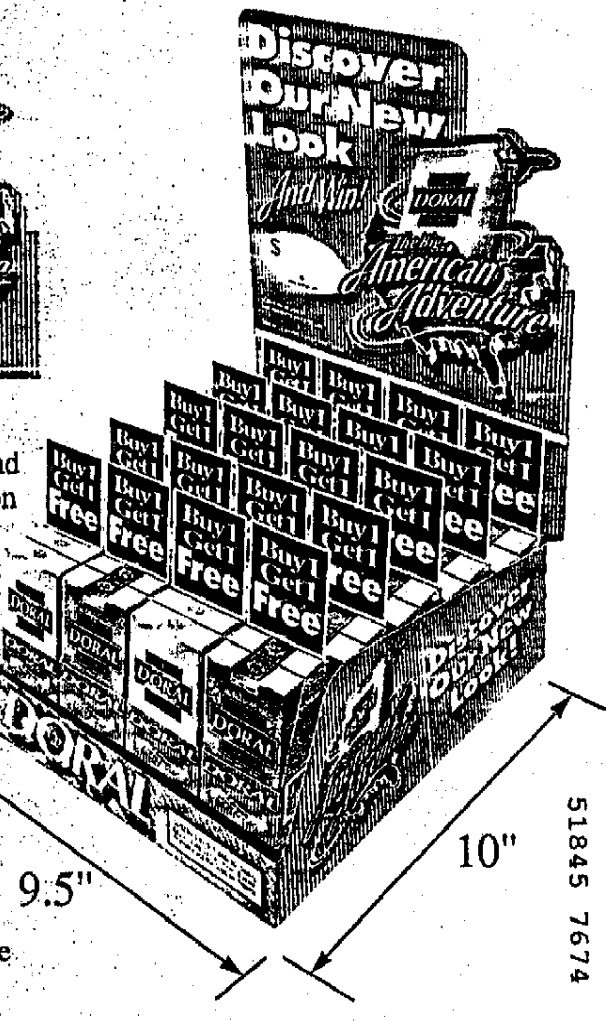
Only Doral could bring such excitement to the month of June. First of all, we're introducing a dynamic new packaging design, as well as a sweepstakes offering your customers a chance to win a chartered tour of six exciting American destinations. Then there's the **Buy 1 Get 1 Free Promotion.**

The 2-pack sleeves are pre-packaged in a 20-unit display which can be easily restocked and refilled.

POS Card/ Alternate Header



Counter Display



Next, the Counter Display and POS Card work to call attention to your money-saving promotion as well as to "**The Big American Adventure**" Sweepstakes. The Counter Display is small enough for any sales counter.

Details -

- 20 Offers Per SKU
- Special complimentary tear-tape on gratis packs
- Offer to customer - Buy 1 pack of Doral, get 1 pack free

SWEEPSTAKES VOID IN MA, MI, AND VA. AND WHERE PROHIBITED BY LAW.

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WHOLESALER PACKING INSTRUCTIONS

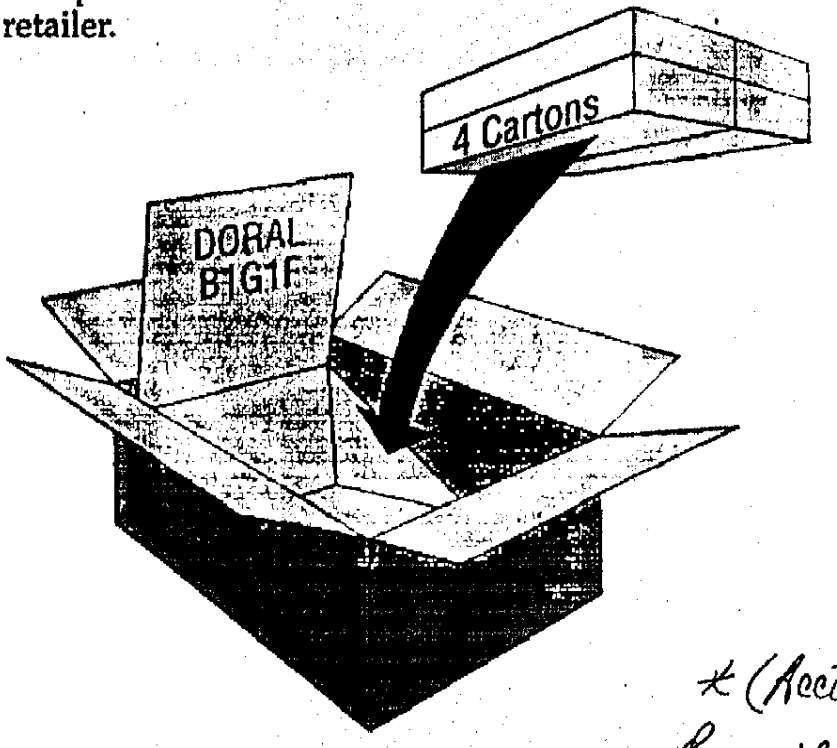
VALUE ADDED PROMOTIONS **2ND QTR.'98**

June DORAL B1G1F

(Buy 1 Pack Get 1 Free)

STEPS

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. **Promotional product is in white cartons and is pre-sleeved.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



* (Accts w/15 or less) Ensure Brand Mix & only 2 styles Dare shipped

Item: # 541865
Promotion Reporting Description: DOR JUN B1G1F

Brand Style	MEN LT 100	ULT LT 100	FF BOX 100	LT BOX 100		
Number of Cartons	1	1	1	1		

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